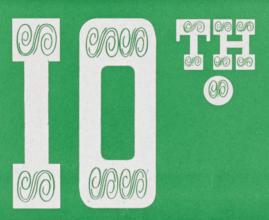
# THE Digger



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JUNE - VOL. 11, NO. 1 REGINA THE



A monthly publication by the staff of Simpson's and Simpsons-Sears, Regina.

Managing Editor	-	-	-	-	-	-	-	-		Mary	Ellis
Associate Editors	-	-	-	-		Evel	yn	Swa	yze,	John	Blaze
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Reporting Editors	-	Tina	Ha	ymo	re,	Kay	Fr	aser,	Glad	lys Str	atford

## Welcome to the 25 Year Club



### BILL PALMER



On June 17, Bill Palmer becomes a member of the 25 Year Club.

Bill was born in Iowa and travelled to Saskatchewan in 1923 where he settled on a farm in the Bulyea district.

After three years of farming he came to Regina and obtained employment in Peart's Hardware.

In 1929 he joined the Simpson's staff as a truck driver and is now a member of Receiving and Branch shipping.

When quizzed on his hobbies, Bill said he was interested in hunting and

fishing. We bet he'll be one of the first to enter our new fishing derby.

Congratulations, Bill. Have a good time in Toronto on your 25 Year Club trip.



### A Tip of the Hat...

The announcement has been made of the appointment of Irv. Koster, Manager, Accounts Payable Department and the Invoice Office. Irv. was appointed manager of the Invoice Office in December, 1953, and has now taken over the Simpsons-Sears Accounts Payable Department as well, succeeding Walter Roberts, who has left the Company's employ.

## Here and There



It was a gala yet nostalgic occasion when the staff of the Charge Office gathered to fete A. C. Williams upon his retirement from the Company.

The farewell dinner was held on April 27, at the Novia Gold Room. After a lovely dinner, Mr. Neff and Maurice Evenson presented A.C. with a tie clip and cuff link set, also a set of pipes, on behalf of the staff. Marie Williamson pinned the lovely corsage on Mrs. Williams. During the evening two skits were performed, and at the end everyone joined in singing "For He's a Jolly Good Fellow". All the best for the future, A.C.!

We are happy to hear Mort Young is home again after two weeks in the hospital.

Lorna Ellis, Sales Audit, was presented with a chenille bedspread and pillows at a bridal shower held in her honor.

Recent visitors to the Sales Audit were Doreen Jeffery, from Vancouver, and Janet Perkin.

When Lyle Patrick of the Easy Payment Department was transferred to Calgary he was presented with a set of cuff links with tie pin to match also an expansion bracelet.

Olive Csada of the Easy Payment Department has left to make housekeeping a full-time occupation, and received a pressure cooker from the staff. Irene Berglund, Sales Audit, who has left the Company, was presented with a lighter and ash tray.

Helen Chyzyk, Revolving Credit, received a gift of jewellery when she left the Company.

A gift of jewellery was presented to Lou Gillis when she left the Easy Payment Department.

A nylon blouse was presented to Iris Wagner when she left the Easy Payment Department.

It's back to the farm for Dot MacMillan of the Easy Payment Department.

Betty Lynn's friends in General Office presented her with a gift of jewellery on her departure last month.

A lovely housecoat and a pair of slippers were the gifts chosen for Pat Hannah by her friends in the Cash Office when she was transferred to Accounts Payable.

Josephine Kubian received a lovely cup and saucer from her friends in the Cash Office when she left the Company.

Eleanor Robilliard of the Cash Office was the recipient of a gift of jewellery when she left.

Sales Audit is proud of their songbird, Stella Matusko. Tune in to CKRM to the TBPF show on Saturday and again Wednesday from 1 to 2 p.m. and hear Stella sing.

Dan Dreger, Retail Shoes, has returned to his farm at Lang for the summer months.

The elevator girls from the Retail Store met at the home of Diane Sarazen on April 28 for a miscellaneous shower for Shirley Thompson who was married in May. Those present included: Eileen Longman, Donna Krienke, Olga Jarotski, Joyce Johnston and Marion Ruecker.

When Agnes Borys left the Fur Workroom to join the Drapery Workroom staff, her fellow workers presented her with a lamp. The best of luck in your new job, Agnes.

(Continued on Page 16)

# The Design

# Curling Windup . . .

Every "shot-rock" enthusiast must have turned out at the Legion Hall for the Annual Curling Banquet and Dance because it was the dandiest crowd on record.

A bouquet to those in charge of arrangements because everything went along as smooth as silk. The dinner was delicious . . . the variety show put on by **George Alexander** and his group from St. John's Church was top-notch entertainment from start to finish . . . and you can tell by the big smiles in the pictures that the winners were pleased to receive their trophies.

Slim Wilson and his orchestra sure kept up a lively pace at the dance with old-time numbers, square dances and the bunny hop.

All in all it was a peppy evening and a wonderful way to wind up a season of good sport.





27

Elsie Blaser, Betty Aikens, Don Burns, Ray Pasloski,

 $\Rightarrow$ 

Frances Redhead, Jennie Uchacz, Perry Johnston, Bob McIntyre

Ky













## Sports Review . . . Don McIntosh and REG DORRETT

Two more "volunteers" drag their feet into the editorial halls of the Digger. For the next Digger term we shall endeavor to bring our readers all sporting news of interest.



### Bowling Highlights

During May bowling will follow curling into the moth balls for the summer months.

Dolly Graham's "Poozlers" have collected all the marbles for the 1953-54 season by side-lining Marg. Temletts "Lucky Strikers" in the final league play-off.

Congratulations to Dolly and her team.

Individual honors went to the following bowlers for their outstanding efforts:

Ev. Fahlman	388
Ladies' high three, Isabelle Coster	762
Ladies' high average, Marg. Temlett	208
Men's high single, Tony Andray	336
Men's high three, Gerry Mann	828
Men's high average, Hank Britton	236

Eight Simpson's bowlers entered the charmed circle of the "300 Club" by bowling their initial 300 or better game. They will receive pins from the Bowling Association as momentos of the occasion. Those so honored are:

Mary Jones	315
Carol McCann	303
Mary Vandebon	320
Kelly Kaleniuk	320
Gerry Verbeke	326
Ev. Fahlman	388
Ann Buckmeyer	330
Evelyn Brock	314

\* \* \*

### Simpson's, Simpsons-Sears Champs

Another big first was realized this year when the Inter-Branch Event was held for the first time. Teams from all branches rolled off to establish a Simpson's, Simpson-Sears champion. Vancouver won the team title. However, our own Yokums from Regina put up a mighty struggle and when the smoke of battle cleared away they were holding not only the runner's-up prize, but also three individual trophies. Those on the Yokums line-up were Wanda Salloum,

Betty Shore, Ian Hume, Bill Bodnaresko, Isabelle Coster, Lil. Janson and Jean Jordan.

Regina bowlers winning individual trophies were:

Isabelle Coster..........Ladies' high six
Hank Britton......Men's high six
Lindsay Hamilton.....Men's high three

Nice going gang, we're mighty proud of you. Congratulations to Vancouver!







Here's the Poozlers looking happy and smug, the way champs should look.

Standing, left to right, Justine Stancove, Chris Herber, Marg. Garry.

Seated, left to right, "Robbie" Robson, Dolly Graham, Theresa Materi, Hazel Jelinski.



Second best . . . Lucky Strikers.

Defeated but far from downhearted are Anne Buckmeyer, Eileen Longman, Marg. Temlett, Perry Johnson. The missing fifth bowler is Moira McGowan. What's the matter Mac? Camera shy maybe.



"There's always next year," says Perry Johnson and to prove it pulls up his socks to get a running start at the 1955 finals.

## Softball

Our guys and gals are off to the softball wars again. At the time of writing the schedules are not out but the two leagues will be under way by the time this issue is off the press.

These players would certainly appreciate a little support at the games from their friends in the Company. They deserve it.

The head pushes on the teams for this season are:

### Ladies'

Coach

Doreen Hoffinger.......M.O. Time Office Former St. Mary's star.

Manager

Fred Tokarek ...... Retail Floor Coverings

Practices

Are scheduled for every Tuesday and Thursday at Strathcona School for the 20 prospective players.

### Men's

Coach

Gaylord Merkel Drivers

Manager

Vern Henry M.O. Hardware

Practices

Started May 6 at Strathcona School for the 25 tryouts.



## Golfing Under Way!

At long last Old Man Winter gave in to the demands of the golfing fraternity and hauled down his colors for another season. Now all the would-be Stewarts and Hogans are heading for their favorite course. Both the Women and the Men have organized their respective clubs. Here are the people to contact if you're interested in Golf.

### Men's Golf...

President

Noble Britton......M.O. Yard Goods

Vice-President

Frank Prosofsky.....Retail Radios

Secretary

Fred Tokarek ..... Retail Floor Coverings

Handicap Committee

Retail.

Fred Stewart Retail Time Office
Bill Anderson Retail Appliances

Mail Order,

Alec Eaket M.O. Styles
Irv. Koster Invoice Office

Mail Order has 48 players who will play a Fellowship Round in 8 groups of 6 beginning May 17. Winners of each group will play off for the right to meet the Retail winners.

### Ladies' Golf ...

Committee . . .

Captain

Marion Hines ...... M.O. Receiving

Vice-Captain

Agnes Terry.....General Office

Secretary

Mary Reyda......Charge Office

Social Conveners

Lil Janson......Order Review
Jerry Verbeke.....Order Review

#### Season Opener

Social evening May 17. The 30 members played a two-ball foursome. Lunch was served in the Gyro clubrooms.

This year the girls will play 3 medal rounds to establish their handicaps. The games will be played at the convenience of the opposing partners and will be 9-hole competitions.

We are sure a successful season is in store for the Ladies.

"I hope you keep your cows in a pasture," said the newlywed to the milkman.

"Oh, yes ma'am, indeed we do."
"I'm so glad. I have always heard
pasteurized milk was so much better."

4 4 4

Teacher: "If your mother gave you a large apple and a small one and told you to divide with your brother, which would you give him?"

Johnny: "Do you mean my little brother or my big brother?"

#### JUST A SMILE

Dear Dad: Gue\$\$ what I need mo\$t of. That'\$ right. \$end it along. Be\$t wi\$hes. Your \$on, Ru\$\$.

Dear Ru\$\$: NOthing ever happens here. We kNOw you like your school. Write us aNOther letter. Jim was asking about you at NOon. NOw we must say goodbye.

As ever, Dad.

\* \* \*

He: "Have you read 'To a Field Mouse'?"

She: "No — how do you get them to listen?"



# 4 Tishing News! With the fishing season now open

With the fishing season now open we can expect the usual flood of yarns told by wild-eyed fishermen with long arms and no conscience. For years we have been listening to these big fish

stories, but with no guarantee of weight or size. Well from now on it's going to be different.

Here's what's going to happen . . .

The Social Club is putting up two small trophies for the winners. There will be one for the pike class and one for pickerel.

To get in on the fun here's all you have to do. First catch yourself a pickerel or a pike.

Next, get the fish weighed in the presence of two reputable witnesses. (This may be a little tough on some of the Wednesday afternoon excursions.)

Now write down the information. Get your witnesses to sign and then send the facts along to **Don. McIntosh**, Display Department.

We will sue the first guy or gal who mails us a three-day-old pickerel.

For the top catch in each class there will be a suitably engraved trophy proclaiming the pike and pickerel champ of 1954.

The contest opens June 1 and closes on Sept. 6, both dates inclusive.



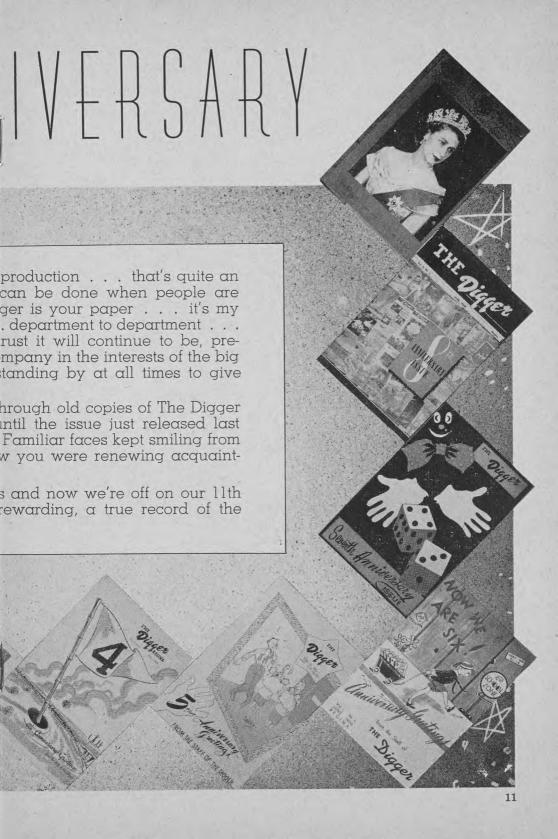
# OUR TENTH ANN

From a green little sprout to a full-fledged achievement in 10 scant years. It shows what working on something they believe in. The Dig paper . . . it is a liaison from store to store . . person to person. It has always been, and we pared and issued by the staff, paid for by the Co Simpson's, Simpson-Sears family, with officials shelp if it is needed.

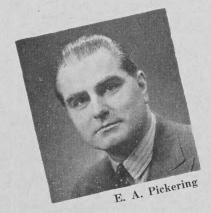
It was a fascinating interlude thumbing t from the day in May, 1944, that it was born, a month that marked the completion of 10 years. the pages and you had the feeling that somehor ance with so many of them.

Pictured are the nine anniversary cover year. May the next 10 be as interesting and day-by-day doings of our big family.









These pages bring you a few highlights of the happenings of 10 years . . . all covered in the pages of The Digger. DO YOU REMEMBER?

... during the war years when we had our Victory Bond drives and every one of them went over its quota.

... then with the end of the war our boys started to take their peace-time place with the Company ... 1945 was also the year that Profit Sharing was extended to the branches.

... in July of 1946, Simpson's took over R. H. Williams and it was in September of that year that Mr. Gingerick arrived as Retail Manager.

... 1947 was the year of the spring floods in Regina when Wascana Creek went on a real rampage.

... in February of 1948, Mr. Edgar G. Burton was appointed President of Simpson's Limited and all subsidiary companies.





... Simpson's, Vancouver, became a part of our big chain on March 1, 1949 . . . and Barbara Ann Scott made a personal appearance at Simpson's.

. . . April 14, 1950, marked the day that Mr. E. G. Burton and Mr. C. L. Burton officially opened the new 11th Avenue Store after the completion of the 3-storey addition . . . the following day Mr. C. L. Burton dedicated the Memorial Plaque to the memory of our gallant lads of the Regina Branch who gave their life in the Second World War... in October of the same year we all said goodbye to Mr. Edward Pickering as he left for a more comprehensive position in Toronto.

... our own June Kowalchuk, on April 15, 1951, received the highest award on Singing Stars of Tomorrow and was feted by Simpson's on her return in May.

... 1952 was the year of the poodle cut ... we went behind the scenes of one of Simpson's big fashion shows . . . and said goodbye to two old Simpson's stand-bys, Harry Furnell and Art Bonar.

... January 8, 1953, was the date that Simpson's Mail Order became Simpsons-Sears . . . it was the Coronation of Queen Elizabeth and old-timers reviewed other Coronations for us.





Masquerade



Memorial Plaque







### NEW ARRIVALS

Mr. and Mrs. Steve Densovych, Mail Order Furniture, became the parents of a baby boy, Brian Joseph, on April 3.

\* \* \*

Douglas William, was the name chosen for the bouncing boy that was welcomed by parents Joyce and Bill Kuhn (Retail Hardware) on May 6. Joyce was formerly with the Mail Filling and Checking Department.

### Our Deepest Sympathy

to Doreen Lindenbach, Retail Hosiery, and Miriam Budinski, Retail Radios and Records, whose mother, Mrs. Tillie Lindenbach passed away on April 20.

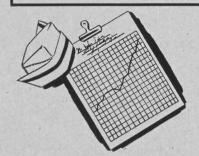
to Reeta Boothman, M.O. Shoes, on the passing of her brother, Mr. Hughes, on April 28.

to Jessie Sellwood, Packing, on the loss of her mother, Mrs. Roseina Hibbs, on April 20.

to Flora Moroske, M.O. Shoes, who was bereaved by the passing of her mother, Mrs. Rankin, on May 5.

to Doris Street, Recording, on the loss of her brother, Mr. Bruce Street, at Toronto.

to Joyce Bond, Assistant Manager, Retail Dresses, on the sudden death of her brother, Dave Bond, in a motor accident in England.



### HOSPITAL LIST

Elsie Gelsinger	Packing
Norman Willitts	Heat, Light and Power
Louise Meier	M.O. Children's Wear
Helen Zadorowski	Cash Office



### It Will Soon Be Picnic Time . . .

Just a little reminder to keep under your bonnet... Simpson's and Simpsons-Sears picnic will be held on Wednesday August 4, this year. Watch future issues of The Digger for further news of this big family affair.



# Weddings





Muriel Sensarnie, Recording, and Ronald Wasnik were married at Sacred Heart Church, Regina, on April 24.



April 17, was the date chosen by Edna Petzel, Packing, for her marriage to Alex Lobban, formerly with M.O. Furniture. The ceremony took place at the home of the bride in Alameda.

Lorna Ellis, Sales Audit, became the bride of James Hector on May 3. The ceremony took place at West Point Grey United Church, Vancouver.

Shirley Sparrow, Order Review, and Ronald Esplen were united in marriage at Carmichael United Church, April 24.

3

Mabel Brown, Returns, and Clayton Spanier were principals in a wedding ceremony performed on March 6, in Westminster United Church.

### WELCOME TO BRANCH VISITORS

Mr. W. H. McAllister, Dept. 637, Floor Coverings.

Mr. C. J. S. Apps, Supervisor of Department 606, Sporting Goods.

Mr. P. L. McCreath, Buyer for Department 601, Furniture.

Mr. B. A. Cockburn, Systems Accountant.

Mr. M. F. Anderson, Manager, Methods Research Department.

Mr. H. G. Minhinnick, Supervisor of Department 615, 654, 667 and 676. Shoes.

Mr. F. S. Corley, Company Architect.

GLAD TO SEE YOU - COME AGAIN!

### HERE AND THERE . . .



The girls of Retail Staples had a gettogether at the home of Jean Harrison on April 14, and enjoyed a turkey dinner.

Marg. Spellicy will be missed from the cashier's desk in the Retail Staples Department. You will now find her in with the Personal Shoppers.

Anne Bateman, formerly of Retail Staples, will now be found in the Magazine Section on the main floor.

April 22 was a day to be remembered by Clarence Neithercut of the Rug Department, for on that day he became a member of the 25 Year Club. On behalf of his associates, Art Dodds presented Clarence with a nylon shirt.

A billfold was chosen for Bill Darrach by his friends in the Rug and Drapery Departments, when he left the Company recently. Best of luck in your new work, Bill.

Grace Roszell, formerly of Stock Control, called in to say hello with her four-month-old daughter, Deborah Susan.

When Alma Reich left the Company recently she was presented with a wallet from the staff in the Charge Office.

A set of earrings was presented to Helen Popadynec from her friends in the Order Review, Sales Analysis and Billing Departments when she left to continue her schooling.

Mrs. Frier (formerly Denise Dureault) of Broadview was a recent visitor to the Order Review.

A pen and pencil set was the gift chosen by his friends for Wilbur Sinclair, Mail Order Shoes, when he left the Company.



On his retirement from the Company, Albert Page, better known to all as Pagey, was presented with a purse of money, a shirt and tie from his fellow employees on the sixth floor.

Pagey plans to reside in Regina, with his main hobby, gardening, taking up his slack time.

To Albert and Mrs. Page we all extend our best wishes for many happy years ahead.

Mabel Spanier (nee Brown) Returns Department was guest of honor at a shower at the home of Doris Bennett. Mabel was presented with an electric iron and towel set on behalf of the guests.

Marvis Biddle was a recent visitor to the 5th floor.

Gifts of luggage were presented to Kay Meiers and Marian Anheliger from their friends in the Warehouse when they left the Company.

Before leaving for a trip to Germany, Clara Asam, Buying Department, was presented with a pink nylon blouse.

A blue satin housecoat was the gift of the Buying Department to Helen Mastel when she left to be married.

May Menz, Adjusting Department, was presented with a breakfast set when she left the Company.

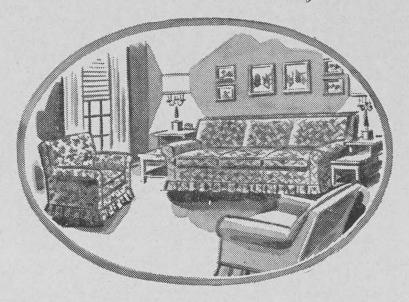
Norma Berner of the Adjusting Department left April 15, and will devote her time to housekeeping.

Lil. Hill left the Adjusting Department, having decided to make house-keeping a full-time occupation.

Shirley Thorn received a compact as a parting gift from friends in General Office.

(Continued on Page 18)

# Interior Decorating Class

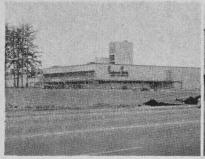


On Tuesday evening, May 11, a dinner was held in the cafeteria for the students of an Interior Decorating Class. This was handled completely by the three home furnishings departments, Draperies, Rugs and Furniture. The class lasted eight weeks with one lecture and two classes a week. The instructors for the course were our genial Interior Designer, Bill Hodgins, also Fred Tokarek of the Rug Department and Bob Thompson, manager of Draperies.

A 25-question test was given to the students after the dinner and the results were more than pleasing to the instructors. Mr. Langhelt presided at the dinner and also took the tests. All students agree that this informal course has increased their knowledge and helped them considerably in finalizing sales to customers. Plans are under way for a more advanced course to be held during the fall season.

Congratulations to the following: Marion Clemens, Jean Grant, Kay MacKechnie, Peggy Cooper, Mary Nichols and Clarence Neithercut. Missing from the dinner were: Joe Kloss, Jim Wheal, Charlie Morgan and Fred Cheetham.

Many thanks to Bunnie Martin and her staff for the very delicious, well prepared dinner they served.





### Congratulations Burnaby!

This month we send a big hello and congratulations to the staff of the new Simpsons-Sears Retail Shopping Centre which was opened at Burnaby during May.

This streamlined, ultra-modern establishment, built at a cost of approximately \$7,500,000 is located on a 600-foot frontage of the 3700 block Kingsway and is one of the most lavish shopping centres in North America.

No doubt a visit to this lovely new store will be a must on the itineraries of many of us who are planning our vacations at the west coast this summer.

### On the Funny Side

A man was applying for employment with a certain industry and asked the personnel manager: "Does your company pay my Blue Cross insurance?"

"No, you pay for it; it's deducted

#### HERE AND THERE (Continued)

On behalf of her many friends at Simpsons-Sears, Miss Haney presented Shirley Ufton, Employment and Training, with a mirror and silver compote when she left.

When Art Stubbings left the Company, his friends in the warehouse chose a travelling bag and a pen and pencil set as a parting gift.

Household duties will now occupy all of Enid Mulligan's spare time. Enid was formerly with the Adjusting Department.

On behalf of the General Office staff, cuff links and a figurine were presented to Walter Roberts, when he left the Company.

from your salary each month," he was informed.

"Last place I worked they paid for it," the applicant said.

"Did they give you a life insurance policy, too?" the interviewer asked.

"Sure."

"Profit sharing?"

"Sure."

"Two- and 3-week vacations?"

"Yes, and they had big bonuses, and gifts for your birthday, and—"

"Why did you leave?"

"The company folded."

. . . Texas & Pacific Topics.

. . .

The patient complained bitterly, "Five dollars is an awful lot of money for pulling a tooth—just two seconds' work."

"Well," replied the dentist consolingly, "if you wish, I can pull it very slowly." . . . Kansas City Star.

### Your New Reporters . . .

These are the people who have given you the social and personal news in this issue, and who will be on the job for the coming term. They have all been chosen because they have the ability to "dig" for news... but remember this is your Digger too, so any news you have be sure to pass it on to them right away and do your share to make this a publication we can be proud of.

### Service Building

Gladys Stratford, Reporting Editor

Lily Wentland, Cash Office Ruth Case, Recording Marg. Gall, Buying Joan Henderson, Adjusting Audrey Terry, Monthly Payment Helen Myers, Traffic and Customs Marlyn Heaney, Accounts Payable Rose Reinhart, Sales Audit

### Main Building

Kay Fraser, Reporting Editor

Dick Terry, Drivers Bill Langston, Receiving Bill Holmes, Shipping Ferdie Walters, Warehouse No. 1 Elsie Stevenson, Department 1 Frances Kolish, Returns Vicki Galenzoski, Department 77 Harvea Guthrie, Management Clerical Marie Flavel, Mail Filling, 2nd Floor Les. Comba, Department 6 Jenny Carter, Packing Lil. Janson, Order Review Marg. Catterson, Wage Office Ann Walters, Telephones Mabel Kraft, Mail Filling, 4th Floor Jo Dunn, Department 24 Bill Gray, Department 11 Kay MacLeod, Mail Filling, 5th Floor Betty Forsyth, Department 33 Kay Roach, Department 40 Ida Wanner, Cafeteria Madeleine Mock, Checking, 6th Floor Hazel Jelinski, Department 7 Mary Wallace, Department 18 Louise Meier, Department 29

Bill Schreiber, Department 3 Celia Dutton, Department 75 Elsie Briggs, Department 8

### Retail Store

Tina Haymore, Reporting Editor Hilda Weber, Warehouse No. 3 Julie Cayn, Warehouse No. 2 Harvey Grumbly, Exhibition Warehouse Marg. Meister, Stock Control Mel Shave, Display Edna Saint, Charge Office Irene Ellis, Beauty Salon Ruby Sparling, Employment Office Bill White, Porters and Watchmen Harold Lloyd, Maintenance Nan Powell, Department 852 Belle Wertzler, Department 827 Michele Cook, Department 844 Agnes Hoard, Department 851 Marg. Temlett, Department 841-2 Mae Gagnier, Department 840 Ann Middleton, Department 830 Louise Karst, Clothing Workroom Katherine Taylor, Department 897 Elaine Baumber, Department 895 Lorraine Monogue, Department 853 Evelyn Laville, Department 802 Frances Kuski, Department 801 Annette Gort, Department 807 Jean Goldsmith, Department 809-10 Jim Lockerey, Department 813 Helen Protopapas, Department 812 Hilda John, Department 824 Ethel Mitchell, Department 855 Bill Anderson, Department 859 Gale Eastman, Mailing Room Ellen Westergard, Service Centre Vera Whittal, Department 858 Anne Buckmeyer, Department 876

